

2012 PARKS COMMISSION ANNUAL RETREAT SPECIAL SERVICES

Division Manager: Susie Odegard

Issue #1- Year two of the Golf Performance Plan.

- The City completed the first year of a two year golf plan. The plan consisted of implementing a business plan, improved marketing efforts, better utilization of technology and addressed internal barriers to success, including staff skill sets.
- Positive Impacts: If the golf performance plan is followed the courses will see an increase in revenues as well as in the number of rounds played at the various courses.
- Negative impacts: In the 2011 golf season the staff and various unions did resist the changes in the daily operations of the various courses. We are not anticipating resistant to the 2nd year of the golf plan.
- Recommendation: Review 2011 data and make necessary changes to the 2012 golf plan.
- Commission assistance: Support the changes.

Issue #2 – Develop and Distribute a RFP for City House.

- The RFP for City House will be completed and we will be seeking proposals for the utilization of the space.
- Positive Impacts: Increase in revenue for Parks, as well as increased use of Upper Landing Park.
- Negative Impact: Many Upper Landing residents have resisted the RFP and additional events at City House.
- Recommendation: Meet with Contract and Analysis to develop RFP and engage the Upper Landing Residents in the RFP Process.(The RFP committee and the Upper Landing Association Meetings)
- Commission assistance: Support the new initiative.

Issue # 3 – Collaborate /Partner with the First Tee Organization.

- The first phase of the First Tee project was the building of the Denny Sanford Learning facility and this will be completed in the spring of 2012.
- The second phase of the project is the designing and building of 18 hole putting course.
- Positive Impact: Partnerships established as well as increased revenue for the Department.
- Negative impact: The First Tee Organization raising enough money to support phase two of the project.
- Recommendation: Collaborate with First Tee in promoting the First Tee Program.
- Commission assistance: Support the new initiative.

Special Services 2011 Accomplishments

- Completed the First year of the Golf Performance Plan
- Monthly Golf Performance Review.
- Holding staff accountable for meeting parameters set within the Golf Performance Plan.
- Removal of the River Boat Grill.
- Replaced Golf Netting a Highland National Golf Course/Securing Warranty.
- Finalized agreement and Construction of the First Tee Building.
- Attending Community meetings with Upper Landing residents to developing parameters for City house.
- Developing the RFP for City House.
- Secured Multi year agreement for Music Festival on Harriet Island.
- Establishing best practices for the golf operations.
- Managed 125 events on Harriet Island (Ri, ULP and KL) and 25 events in the downtown parks.
- Relocated events on Harriet Island due to Spring Flood.
- Hosted 165 events at the stadium, attendance 278, 275.

Strategic Plan Items 2012

- Develop partnership with Turf Management Schools.
- Develop consistency with golf course concessions within Golf Operations.
- Implement new process for cleaning golf equipment to minimize drain water pollution.
- Work with Capital Region Watershed to develop long term solution for the 11th fairway at Como Golf.
- Develop a plan for the invasion of Japanese Beetles on golf courses and Stadium.
- Work with the University of Minnesota and Forestry to develop a plan for the regeneration of lost trees due to Emerald Ash Borer infestation on the Courses.
- Analyze the benefits of Armored Car Service/Cost effectiveness at the Golf Course.
- Work with Operations to secure a process to create Audubon certification at the courses.
- Develop financial tracking system, to ensure a more accurate inventory control. (scanner)
- Update and Implement a Standard Operating Manual for the Courses.

2013-2016 Strategic Goals.

- Succession planning for Special Services.
- Work with Operations to secure a process to create Audubon certification at the courses.
- Work with the Equipment Services Manager in developing strategies to replace equipment at Courses.